

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application. Please cancel claims 11-58 and 62-66.

Listing of Claims:

1. (Original) A syndication method comprising:
creating capture templates to harvest content from disparate content sources on multiple platforms;
extracting data from the disparate content sources using the created capture templates to control the extraction process; and
generating a standardized, normalized data stream from the extraction process and incoming content sources; and
providing the standardized data stream for optimized display on one or more different types of platforms.
2. (Original) The syndication method of claim 1, wherein the content includes Hypertext Markup Language (HTML) content, FTP content, Database content, Extensible Markup Language (XML) content, or content from a data source.
3. (Original) The syndication method of claim 1, wherein the creating of the capture templates includes creating one or more XML files or documents to define rules, logic, and content extraction parameters, and wherein the capture templates are to provide an ability to insert new media types and content optimized for a particular platform.
4. (Original) The syndication method of claim 1, wherein providing the standardized data stream for display includes:
providing the standardized data stream on a television display, personal computer display, or an electronic portable device display; and

generating content and code optimized, personalized for a specific platform, network environment, or local market.

5. (Original) The syndication method of claim 1, wherein providing the standardized data stream includes:

- caching the standardized data stream;
- caching the capture templates; and
- caching optimized, personalized and localized content generated for a specific platform, network environment, or local market.

6. (Original) A system for syndication comprising:

- a content harvest and conversion platform to create capture templates to harvest content from disparate content sources on multiple platforms and to extract data from the content sources using the created capture templates to control the extracting process; and
- a syndication server to generate a standardized data stream from the extracted data and to provide the standardized data stream for input to a content engine for display on one or more different types of platforms.

7. (Original) The system of claim 6, wherein the content includes Hypertext Markup Language (HTML) content, FTP content, Database content, Extensible Markup Language (XML) content, or content from a data source.

8. (Original) The system of claim 6, wherein the content harvest and conversion platform is to create one or more XML files or documents to define rules, logic, and content extraction parameters, and is to provide an ability to insert new media types and content optimized for a particular platform.

9. (Original) The system of claim 6, wherein the syndication server is to provide the standardized data stream for input to a content engine to deliver optimized content and code for a television display, personal computer display, or an electronic portable device display.

10. (Original) The system of claim 6, wherein the syndication server is to cache the standardized data stream, the capture templates, and optimized, personalized and localized content generated for a specific platform, network environment or local market.

11 – 58 (Cancelled)

59. (Original) A method for harvesting content comprising:
accessing content and media assets from a web site on an Internet network based on acquisition and conversion rules stored in a repository.

60. (Original) The method of claim 59, further comprising:
navigating the web site to locate and access the content and media assets without changing existing content on the web site.

61. (Original) The method of claim 59, wherein the accessing of the content and media assets includes accessing the content and media assets using an Internet protocol.

62 – 66. (Cancelled)